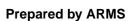




		Counties: Houston, AL
00,00	2000 Total Population	88,787
	2000 Group Quarters	1,148
	2007 Total Population	96,421
	2012 Total Population	102,268
	2007 - 2012 Annual Rate	1.18%
0.0	2000 Households	35,834
	2000 Average Household Size	2.45
#Bit	2007 Households	39,555
	2007 Average Household Size	2.41
	2012 Households	42,336
	2012 Average Household Size	2.39
	2007 - 2012 Annual Rate	1.37%
	2000 Families 2000 Average Family Size	25,113 2.95
	2007 Families	27,197
	2007 Average Family Size	2.89
	2012 Families	28,585
	2012 Average Family Size	2.86
	2007 - 2012 Annual Rate	1%
	2000 Housing Units	39,571
	Owner Occupied Housing Units	62.9%
	Renter Occupied Housing Units	27.6%
	Vacant Housing Units	9.4%
	2007 Housing Units	44,170
	Owner Occupied Housing Units	64.1%
	Renter Occupied Housing Units	25.4%
	Vacant Housing Units	10.4%
	2012 Housing Units Owner Occupied Housing Units	47,572 63.6%
	Renter Occupied Housing Units	25.4%
	Vacant Housing Units	11.0%
	vasant risasing critic	11.070
	Median Household Income	004.470
	2000 2007	\$34,472 \$39,623
	2012	\$43,702
	Median Home Value	Ψ+0,102
	2000	\$74,548
	2007	\$107,973
	2012	\$125,251
	Per Capita Income	
	2000	\$18,759
	2007	\$22,453
	2012	\$25,612
	Median Age	
	2000	36.7
	2007	38.5
	2012	39.4

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

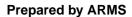




	Counties. Houston, AL
2000 Households by Income	
Household Income Base	35,861
< \$15,000	22.3%
\$15,000 - \$24,999	14.3%
\$25,000 - \$34,999	14.0%
\$35,000 - \$49,999	16.3%
\$50,000 - \$74,999	17.9%
\$75,000 - \$99,999	7.2%
\$100,000 - \$149,999	5.1%
\$150,000 - \$199,999	1.3%
\$200,000+	1.6%
Average Household Income	\$46,068
2007 Households by Income	
Household Income Base	39,555
< \$15,000	18.7%
\$15,000 - \$24,999	13.5%
\$25,000 - \$34,999	11.9%
\$35,000 - \$49,999	16.2%
\$50,000 - \$74,999	18.7%
\$75,000 - \$99,999	8.9%
\$100,000 - \$149,999	8.1%
\$150,000 - \$199,999	1.6%
\$200,000+	2.3%
Average Household Income	\$54,396
-	ψ04,030
2012 Households by Income	
Household Income Base	42,336
< \$15,000	16.7%
\$15,000 - \$24,999	12.0%
\$25,000 - \$34,999	11.7%
\$35,000 - \$49,999	15.0%
\$50,000 - \$74,999	18.2%
\$75,000 - \$99,999	10.8%
\$100,000 - \$149,999	10.4%
\$150,000 - \$199,999	2.3%
\$200,000+	2.9%
Average Household Income	\$61,514
2000 Owner Occupied HUs by Value	
Total	24,893
<\$50,000	26.6%
\$50,000 - 99,999	43.3%
\$100,000 - 149,999	17.1%
\$150,000 - 199,999	6.3%
\$200,000 - \$299,999	4.5%
\$300,000 - 499,999	1.4%
\$500,000 - 999,999	0.6%
\$1,000,000+	0.2%
Average Home Value	\$94,529
2000 Specified Renter Occupied HUs by Contract Rent	
Total	10,860
With Cash Rent	92.8%
No Cash Rent	7.2%
Median Rent	\$316
Average Rent	\$322
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Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.



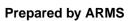




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	Counties: Houston, AL
2000 Population by Age	
Total	88,787
0 - 4	6.8%
5 - 9	7.1%
10 - 14	7.5%
15 - 19	6.9%
20 - 24	5.8%
25 - 34	13.2%
35 - 44	15.6%
45 - 54	13.8%
55 - 64	9.6%
65 - 74	
	7.4%
75 - 84	4.6%
85+	1.7%
18+	74.1%
2007 Population by Age	
Total	96,421
0 - 4	6.9%
5 - 9	6.6%
10 - 14	6.4%
15 - 19	6.5%
20 - 24	6.2%
25 - 34	12.9%
35 - 44	13.9%
45 - 54	14.8%
55 - 64	11.8%
65 - 74	7.3%
75 - 84	4.7%
85+	2.0%
18+	76.1%
2012 Population by Age	
Total	102,268
0 - 4	6.8%
5 - 9	6.4%
10 - 14	6.7%
15 - 19	6.0%
20 - 24	5.9%
25 - 34 35 - 44	12.5%
	13.1%
45 - 54	14.8%
55 - 64	13.3%
65 - 74	7.6%
75 - 84	4.7%
85+	2.2%
18+	76.3%
2000 Population by Sox	
2000 Population by Sex Males	47.5%
Females	52.5%
2007 Population by Sex	
Males	47.8%
Females	52.2%
2012 Population by Sex	
Males	47.9%
Females	52.1%
i onidios	J2.170



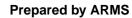




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	2000 Population by Race/Ethnicity	
4	Total	88,787
	White Alone	73.1%
	Black Alone	24.6%
	American Indian Alone	0.4%
	Asian or Pacific Islander Alone	0.6%
	Some Other Race Alone	0.4%
	Two or More Races	0.9%
	Hispanic Origin	1.3%
	Diversity Index	42.0
	2007 Population by Race/Ethnicity	
	Total	96,421
	White Alone	71.1%
	Black Alone	25.9%
	American Indian Alone	0.4%
		0.4%
	Asian or Pacific Islander Alone	
	Some Other Race Alone	0.6%
	Two or More Races	1.1%
	Hispanic Origin	1.8%
	Diversity Index	44.8
	2012 Population by Race/Ethnicity	
	Total	102,268
	White Alone	69.7%
	Black Alone	26.7%
	American Indian Alone	0.4%
	Asian or Pacific Islander Alone	1.1%
	Some Other Race Alone	0.7%
	Two or More Races	1.3%
	Hispanic Origin	2.4%
	Diversity Index	46.8
	Diversity index	40.0
	2000 Population 3+ by School Enrollment	05.000
	Total (Dayley of Dayley of	85,263
/ \	Enrolled in Nursery/Preschool	1.9%
	Enrolled in Kindergarten	1.7%
	Enrolled in Grade 1-8	12.6%
	Enrolled in Grade 9-12	5.9%
	Enrolled in College	3.2%
	Enrolled in Grad/Prof School	0.4%
	Not Enrolled in School	74.2%
	2000 Population 25+ by Educational Attainment	
	Total	58,671
	Less than 9th Grade	8.3%
	9th - 12th Grade, No Diploma	15.1%
	High School Graduate	30.4%
	Some College, No Degree	21.5%
	Associate Degree	6.2%
	Bachelor's Degree	12.1%
	Master's/Prof/Doctorate Degree	6.3%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ ethnic groups.







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2000 Population 15+ by Sex and Marital Status	
Total	69,834
Females	53.3%
Never Married	9.6%
Married, not Separated	28.7%
Married, Separated	1.5%
Widowed	6.7%
Divorced	6.8%
Males	46.7%
Never Married	10.9%
Married, not Separated	29.1%
Married, Separated	0.9%
Widowed	1.1%
Divorced	4.7%
2000 Population 16+ by Employment Status	
Total	68,505
In Labor Force	62.4%
Civilian Employed	58.9%
Civilian Unemployed	3.3%
In Armed Forces	0.2%



2000 Population 16+ by Employment Status	
Total	68,505
In Labor Force	62.4%
Civilian Employed	58.9%
Civilian Unemployed	3.3%
In Armed Forces	0.2%
Not in Labor Force	37.6%
2007 Civilian Population 16+ in Labor Force	
Civilian Employed	94.7%

2012 Civilian	Population	16+ in	Labor	Force

Civilian Unemployed

012 Olvinan i Opalation 10+ in Eabor i Oloc		
Civilian Employed	95.5%	
Civilian Unemployed	4.5%	

2000 Females 16+ by Employment Status and Age of Children

2000 Females 10+ by Employment Status and Age of Children	
Total	36,546
Own Children < 6 Only	7.9%
Employed/in Armed Forces	5.2%
Unemployed	0.4%
Not in Labor Force	2.3%
Own Children < 6 and 6-17 Only	6.1%
Employed/in Armed Forces	3.6%
Unemployed	0.3%
Not in Labor Force	2.2%
Own Children 6-17 Only	18.6%
Employed/in Armed Forces	12.8%
Unemployed	0.8%
Not in Labor Force	5.0%
No Own Children < 18	67.5%
Employed/in Armed Forces	30.1%
Unemployed	1.9%
Not in Labor Force	35.4%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007.

5.3%



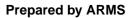






	Counties. Houston, AL
2007 Employed Population 16+ by Industry	
Total	44,145
Agriculture/Mining	1.1%
Construction	6.3%
Manufacturing	11.8%
Wholesale Trade	4.7%
Retail Trade	15.3%
Transportation/Utilities	8.1%
Information	1.3%
Finance/Insurance/Real Estate	5.2%
Services	42.5%
Public Administration	3.7%
2007 Employed Population 16+ by Occupation	
Total	44,145
White Collar	56.6%
Management/Business/Financial	10.8%
Professional	18.8%
Sales	15.1%
Administrative Support	11.9%
Services	16.7%
Blue Collar	26.8%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	5.2%
Installation/Maintenance/Repair	6.5%
Production	7.6%
Transportation/Material Moving	7.1%
2000 Workers 16+ by Means of Transportation to Work	
Total	39,962
Drove Alone - Car, Truck, or Van	85.7%
Carpooled - Car, Truck, or Van	10.3%
Public Transportation	0.6%
Walked	0.9%
Other Means	1.0%
Worked at Home	1.5%
2000 Workers 16+ by Travel Time to Work	
Total	39,962
Did Not Work at Home	98.5%
Less than 5 minutes	3.4%
5 to 9 minutes	12.2%
10 to 19 minutes	43.4%
20 to 24 minutes	15.4%
25 to 34 minutes	15.2%
35 to 44 minutes	2.5%
45 to 59 minutes	3.1%
60 to 89 minutes	1.2%
90 or more minutes	2.1%
Worked at Home	1.5%
Average Travel Time to Work (in min)	20.0
2000 Households by Vehicles Available	
Total	35,834
None	8.3%
1	34.2%
2	39.9%
3	12.9%
4	3.6%
5+	1.2%
Average Number of Vehicles Available	1.7







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	Counties. Houston, AL
2000 Households by Type	
Total	35,834
Family Households	70.1%
Married-couple Family	52.5%
With Related Children	23.6%
Other Family (No Spouse)	17.6%
With Related Children	12.1%
Nonfamily Households	29.9%
Householder Living Alone	26.4%
Householder Not Living Alone	3.6%
Households with Related Children	35.8%
Households with Persons 65+	24.3%
2000 Households by Size	
Total	35,834
1 Person Household	26.4%
2 Person Household	34.3%
3 Person Household	18.2%
4 Person Household	13.8%
5 Person Household	5.2%
6 Person Household	1.5%
7+ Person Household	0.6%
2000 Households by Year Householder Moved In	
Total	35,834
Moved in 1999 to March 2000	21.2%
Moved in 1995 to 1998	27.6%
Moved in 1990 to 1994	15.3%
Moved in 1980 to 1989	14.7%
Moved in 1970 to 1979	11.1%
Moved in 1969 or Earlier	10.1%
Median Year Householder Moved In	1995
2000 Housing Units by Units in Structure	



2000 Housing Units by Units in Structure

iotai	39,571
1, Detached	67.3%
1, Attached	1.4%
2	2.4%
3 or 4	3.7%
5 to 9	4.5%
10 to 19	1.3%
20+	3.0%
Mobile Home	16.1%
Other	0.2%

2000 Housing Units by Year Structure Built

Total	39,571
1999 to March 2000	3.4%
1995 to 1998	10.7%
1990 to 1994	9.2%
1980 to 1989	19.2%
1970 to 1979	24.1%
1969 or Earlier	33.5%
Median Year Structure Built	1977

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.







Top 3 Tapestry Segments

Midland Crowd
 Southern Satellites
 Modest Income Homes

2007 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

area. Expenditures are shown by broad budget categories that are not mutually exclusive. (business revenue.	Consumer spending does not equal
Apparel & Services: Total \$	\$72,204,238
Average Spent	\$1,825.41
Spending Potential Index	66
Computers & Accessories: Total \$	\$7,031,909
Average Spent	\$177.78
Spending Potential Index	71
Education: Total \$	\$34,710,546
Average Spent	\$877.53
Spending Potential Index	68
Entertainment/Recreation: Total \$	\$102,079,920
Average Spent	\$2,580.71
Spending Potential Index	75
Food at Home: Total \$	\$152,195,633
Average Spent	\$3,847.70
Spending Potential Index	76
Food Away from Home: Total \$	\$100,130,956
Average Spent	\$2,531.44
Spending Potential Index	75
Health Care: Total \$	\$125,966,731
Average Spent	\$3,184.60
Spending Potential Index	81
HH Furnishings & Equipment: Total \$	\$63,873,086
Average Spent	\$1,614.79
Spending Potential Index	71
Investments: Total \$	\$38,973,156
Average Spent	\$985.29
Spending Potential Index	66
Retail Goods: Total \$	\$801,385,632
Average Spent	\$20,260.03
Spending Potential Index	76
Shelter: Total \$	\$416,705,847
Average Spent	\$10,534.85
Spending Potential Index	70
TV/Video/Sound Equipment: Total \$	\$34,925,486
Average Spent	\$882.96
Spending Potential Index	76
Travel: Total \$	\$52,154,580
Average Spent	\$1,318.53
Spending Potential Index	71
Vehicle Maintenance & Repairs: Total \$	\$31,815,878
Average Spent	\$804.35
Spending Potential Index	75

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.